

### **Abstract of the Disclosure**

A consumer messaging system provides targeted messages to particular consumers or particular groups of consumers at a specific location. The targeted messages may be advertisements, promotions, events, or information/data relating to other products and/or services that are tailored to the particular consumer or group of consumers. The specific location may be a store or a place within a store. The consumer messaging system further provides the targeted messages to the consumer or groups of consumers when the consumer or group of consumers is at a point of decision.